

# Curriculum Crosswalk Template

**Course: Hospitality Marketing**

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**Date: April 2003**

**Program Area: Marketing Education**

**The student will:**

<b>Present Tense/Action Verb</b>	<b>Adjective</b>	<b>Object (limit to one object)</b>	<b>Method of Evaluation/Assessment</b>	<b>Idaho State Achievement Standard</b>	<b>National Standard</b>
Describe	marketing	concepts	written explanation		
Define	marketing	functions	written definition		
Define	serviced	marketing	written definition		
Describe	hotel	amenities	written description		
Explain	travel/tourism	economic importance	written explanation		
Distinguish	front-of-house/back-of-house	operations	written explanation		
Distinguish	hotel/motel	types	written explanation		
List	hotel/motel	advantages	list advantages		
Define	bed/breakfast	concept	written definition		
Explain	bed/breakfast	difference	written explanation		
Define	conference	center	written definition		

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Explain	resort lodging	concept	written explanation		
Differentiate	restaurant	types	written description		
Explain	tourism	importance	written explanation		
Describe	human resource	responsibilites	written description		
Identify	employee compensation	types	list of types of compensation		
Explain	hospitality diversity	issues	written explanation		
Identify	hospitality marketing	strategies	list of strategies		
Describe	internet	impact	written description		
Identify	hotel reservation	types	list of hotel reservation types		
Describe	technology	impact	written description		
Define	hospitality event	marketing	written definition		
Identify	hospitality event	markets	list of markets		
Identify	hospitality event	strategies	list of strategies		

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Define	promotional	mix	written definition		
List	personal selling	steps	list of selling steps		
List	advertising	categories	list of advertising categories		
Explain	public relation/publicities	differences	written explanation		
Define	sales	promotion	written definition		
Identify	lodging industry sales promotion	types	list of promotion ty es		
Define	target	market	written definition		
List	market segmentation	elements	list of elements		
Explain	business traveler	market	explanation of market		
Explain	international traveler	market	Exlanation of market		
Describe	hotel pricing strategies	type	written description		
Identify	restaurant pricing	strategies	list of strategies		
Describe	purchasing	strategies	written description		

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Describe	hotel/restaurant ownership	types	written description		
Explain	customer database	importance	written explanation		
Identify	favorable occupancy rates	strategies	written list strategies		
Identify	repeat business	strategies	written list strategies		
List	hospitality	standards	written list standards		
Describe	product/service	mix	written description		
Identify	special hotel	services	list services		
Explain	hotel image	importance	written explanation		
Identify	hotel risk management	types	list of risks		
Identify	traditional travel intermediaries	types	list travel intermediaries		
Identify	internet travel intermediaries	types	list internet intermediaries		
Describe	hospitality web sites	use	written explanation		

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